

**AMENDMENTS TO THE CLAIMS**

**This listing of claims will replace all prior versions and listings of claims in the application:**

**LISTING OF CLAIMS:**

**1-28. (Canceled).**

29. (New) A display apparatus characterized by comprising an input section for inputting an image signal outputted in real time from an image feeding unit such as a TV receiver, a VTR, a DVD, a camera or the like, a 90 degree image turning processing section for writing in a memory the image signal to be inputted in real time from the input section and making it possible for turning the written image data through 90 degrees and for feeding and displaying the data to the vertical display in real time, and an output section for outputting a sequential scanning type image signal turned through 90 degrees in real time, wherein the image of the image feeding unit turned through 90 degrees may be fed and displayed in real time on the vertical display which is set in the vertical direction by turning a laterally elongated display through 90 degrees, the turning image data already subjected to the 90 degree turning process by said 90 degree image turning processing section are always once written in an image memory, the image memory is renewed in real time, and the turning image data read out from the image memory is outputted to said vertical display so that the data may be fed and displayed in real time on the vertical display, further comprising an image data output section in which the turning image data written in each area which is obtained by dividing area of said image memory into a

PRELIMINARY AMENDMENT  
National Stage Entry Application of PCT/JP03/06986

plurality of area may be displayed in a corresponding display area of said vertical display divided in a plurality of area in the same manner, and a renew area switching section structured to make it possible to change each area of said image memory from a mode of renewing the turning image data in real time to a mode of stopping the renewal of the turning image data or from the mode of stopping the renew of the turning image data to the mode of renewing the data in real time, wherein the image signal for advertisement turned through 90 degrees and outputted from said output section is inputted to said vertical display and the image of said image feeding unit may be displayed on said vertical display in real time and said renewal area switching section is set so as to switch a mode of whether or not the renewal of the turning image data is automatically performed in the divided area of the image memory in accordance with a signal contained in the image signal or a situation of a picture image or a still image of the image signal outputted from the image feeding unit.

30. (New) The display apparatus according to claim 29, wherein turning image data to be renewed in real time in response to the image signal to be inputted in real time from the image feeding unit are displayed as a normal image that may represent a motion picture to the image display area of said vertical display corresponding to one area that is set to renew in real time the turning image data of said image memory, and the turning image data, renewed last, of the turning image data renewed in real time are displayed as a fixed image to said vertical display corresponding to other predetermined area that is set to stop the renewal of said turning image

PRELIMINARY AMENDMENT  
National Stage Entry Application of PCT/JP03/06986

data whereby the fixed image and the normal image of the image signal from the image feeding unit may be displayed to said vertical display.

31. (New) The display apparatus according to claim 29, wherein the overall image displayable range of the large size vertical display may be essentially occupied by a plurality of divided image display areas.

32. (New) The display apparatus according to claim 31, wherein the overall image displayable range of the vertical display is divided into image display area juxtaposed in a vertical direction.

33. (New) A display apparatus characterized by comprising an input section for inputting an image signal outputted in real time from an image feeding unit such as a TV receiver, a VTR, a DVD, a camera or the like, a scanning type converting section for converting into a sequential scanning type image signal a jump scanning type image signal inputted in real time from the input section or an image signal whose image has been turned through 90 degrees (including 270 degrees), a 90 degree image turning processing section for writing in a memory the image signal to be inputted in real time from the input section or the image signal converted into the sequential scanning type and for turning the written image data through 90 degrees and for feeding and displaying the data to the vertical display in real time, and an output section for outputting the sequential scanning type image signal turned through 90 degrees in real time,

PRELIMINARY AMENDMENT  
National Stage Entry Application of PCT/JP03/06986

wherein the image of the image feeding unit turned through 90 degrees may be fed and displayed in real time on the vertical display which is set in the vertical direction by turning a laterally elongated display through 90 degrees, the turning image data already subjected to the 90 degree turning process by said 90 degree image turning processing section are always once written in an image memory, the image memory is renewed in real time, and the turning image data read out from the image memory is outputted to said vertical display so that the data may be fed and displayed in real time on the vertical display, further comprising an image data output section in which the turning image data written in each area which is obtained by dividing area of said image memory into a plurality of area may be displayed in a corresponding display area of said vertical display divided in a plurality of area in the same manner, and a renewal area switching section structured to make it possible to change each area of said image memory from a mode of renewing the turning image data in real time to a mode of stopping the renewal of the turning image data or from the mode of stopping the renewal of the turning image data to the mode of renewing the data in real time, wherein the image signal for advertisement turned through 90 degrees and outputted from said output section is inputted to said vertical display and the image of said image feeding unit may be displayed on said vertical display in real time and said renewal area switching section is set so as to switch a mode of whether or not the renewal of the turning image data is automatically performed in the divided area of the image memory in accordance with a signal contained in the image signal or a situation of a picture image or a still image of the image signal outputted from the image feeding unit.

PRELIMINARY AMENDMENT  
National Stage Entry Application of PCT/JP03/06986

34. (New) The display apparatus according to claim 33, wherein turning image data to be renewed in real time in response to the image signal to be inputted in real time from the image feeding unit are displayed as a normal image that may represent a motion picture to the image display area of said vertical display corresponding to one area that is set to renew in real time the turning image data of said image memory, and the turning image data, renewed last, of the turning image data renewed in real time are displayed as a fixed image to said vertical display corresponding to other predetermined area that is set to stop the renewal of said turning image data whereby the fixed image and the normal image of the image signal from the image feeding unit may be displayed to said vertical display.

35. (New) The display apparatus according to claim 33, wherein the overall image displayable range of the large size vertical display may be essentially occupied by a plurality of divided image display areas.

36. (New) The display apparatus according to claim 35, wherein the overall image displayable range of the vertical display is divided into image display area juxtaposed in a vertical direction.